IN THE CLAIMS

Please amend the claims as follows:

1. (original) A method of differentiating specific content in a web page displayed by a display device, said method comprising the steps of,

- identifying content in said web page with identification parameters comprised by a predefined set of identification parameters,

- transmitting information about said identified content to said display device, said display device being adapted for displaying said content according to said information in a way which differentiates said content from other content in said web page.

2. (original) A method according to claim 1, wherein said content is advertisements and said identification parameters identify the advertisers and wherein said predefined set of identification parameters identifies a number of predefined advertisers.

3. (original) A method according to claim 2, wherein said predefined advertisers are business partners of the manufacturer of said display device.

4.   (original)   A method according to claim 2, wherein said predefined advertisers have been defined according to the field of interests of a user.

5.   (currently amended)   A method according to ~~any of the claims 1-4~~claim 1, wherein said identification parameters are comprised in the code describing said web page.

6.   (currently amended)   A method according to ~~claim 1-5~~claim 1, wherein the information transmitted to said display device comprises coordinates of the identified content, said coordinates identifying the area of said web page which comprises the content to be differentiated by said display device.

7.   (currently amended)   A method according to ~~claim 1-6~~claim 1, wherein the identified content is differentiated from other content in the web page by enhancing the identified content from the other content.

8.   (currently amended)   A computer readable medium having stored therein instructions for causing a processing unit to execute the method of claim 1~~-6~~.

9.   (original) An apparatus for differentiating specific content in a web page displayed by a display device, comprising

- means for identifying content in said web page with identification parameters comprised by a predefined set of identification parameters,

- means for transmitting information about said identified content to said display device, said display device being adapted for displaying said content according to said information in a way differentiating said content from other content in said web page.

10.   (original) A computer readable medium having stored therein code which describes a web page, wherein the code further comprises identification parameters to be used for identifying specific content in said web page which is to be differentiated from other content in said web page by a display device adapted for displaying said content according to said information in a way, which differentiates said content from other content in said web page.